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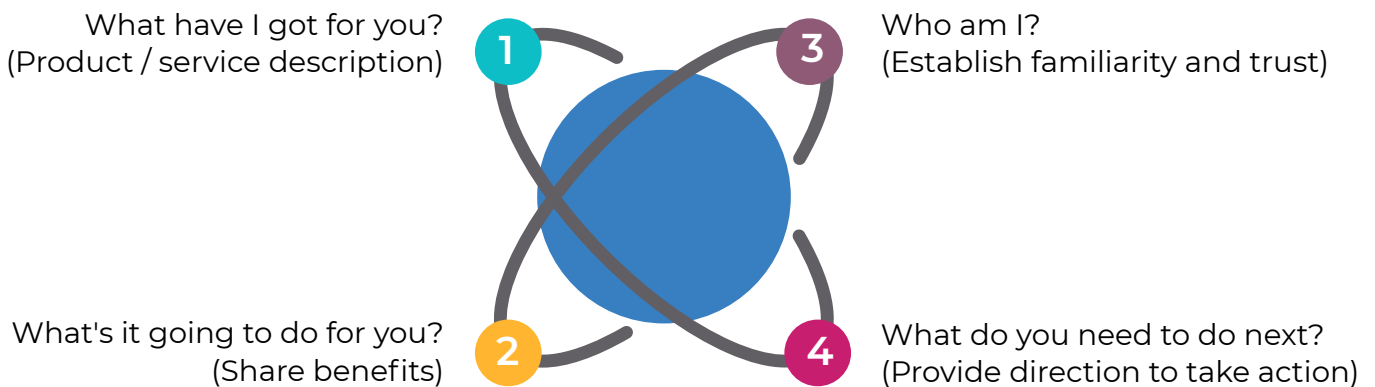
Handout: Persuasive Formulas

PERSUASIVE FORMULAS

Get your reader to take action
by using these writing formulas in your copy.

1-2-3-4 FORMULA

Answer these 4 questions as you write your copy:



FOR EXAMPLE,
MAYBE YOU'VE CREATED AN APP
FOR PARENTS TO FIND A LOCAL BABYSITTER FOR THEIR KIDS.

1. WHAT HAVE I GOT FOR YOU?

Our app connects parents with trusted, talented babysitters and nannies.

2. WHAT'S IT GOING TO DO FOR YOU?

Go shopping, enjoy a date night, or simply get work done without worrying about your little ones.

You can handle all the arrangements on your phone: schedule times, send messages, and pay your babysitter using PayPal.

3. WHO AM I?

We're parents too! We wanted to build an app that did everything we wanted:

help parents find someone responsible to watch their kids using a transparent system of reviews and ratings.

*Anyone who registers as a caregiver must provide complete information
and undergo a background check to be listed in our system.*

4. WHAT DO YOU NEED TO DO NEXT?

Want to try out our system? Register for free and search for child care in your area right now.

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What's In It for Me?

Target the right audience by asking this question while you write. Ensure you write copy that appeals to the customer's needs and interests, not your own.

Airbnb might decide to roll out a new service for heavy users of its service to connect them with homeowners interested in renting their homes multiple times throughout the year. The idea is to see if both groups of users will make more long-term reservations.

To promote this service, Airbnb could write something like:

"Interested in something more? Our Airbnb Gold service is great for people who use Airbnb more than once a month, and for homeowners willing to rent out their properties more than 6 months in advance."

While that does a decent job of describing WHO the service is for, it doesn't answer What's In It for Them?

"Our new service seeks to connect heavy users of the Airbnb service with homeowners interested in renting their homes multiple times throughout the year. This service has been designed to provide a richer, more detailed reservation system for users, allowing them to arrange multiple stays months in advance. Homeowners interested in this service will have more options to list their homes with detailed descriptions, photo galleries, video walkthroughs, and more. They'll also receive discounts for these long-term listings and for home cleaning services with our partners."

By continually asking that question while you write your copy, you can make sure everything you write is targeted at the right audience, and written in a way to make sure they understand what they can get out of your product or service.

So What?

The "So What?" approach makes sure the connection between the benefits and audience is clear. Explain why a product, service, or specific feature is important enough to your audience for them to take action.

Starbucks might send out an email encouraging customers to register on their app, and they might write: *"If you register today, we'll give you DOUBLE bonus points on any purchase in the next 7 days."*

But the customer might ask: *So what?* because it's not clear why "bonus points" are important. So, Starbucks could follow up with: *"Bonus points can be used anytime to get free drinks and food."* This establishes that personal relevance (*"I want that, that sounds good"*) so getting them to take action should be easier.

Remember:

while benefits might seem obvious to you, consider whether or not your reader needs an explanation to drive their action.